



Management Associates

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Innovation, Entrepreneurship & Startup Management

(A Six-Week Online Summer Internship)

(June 01 – July 13, 2026)

1. Introduction:

‘Management Associates’ is incorporated as a company under the Company’s Act 2013, MCA, GoI. It is promoted by a pool of learned and experienced professionals.

The Online Internship Program on Innovation, Entrepreneurship and Startup Management by Management Associates Private Limited is a career-oriented, experiential learning initiative designed to transform students into future entrepreneurs, innovators, and startup leaders.

This program blends theoretical understanding with practical exposure, enabling participants to work on real-world startup challenges, business models, and innovation projects. It emphasizes a shift from job-seeking mindset to job-creating mindset, which is a key objective of modern entrepreneurship internships.

The internship is delivered in a fully online, flexible format, allowing participants to learn and contribute from anywhere while engaging with mentors, industry experts, and startup ecosystems.

2. Objectives of the course:

1. Fostering Creativity, Innovation & Entrepreneurial Mindset

To cultivate a strong foundation of **creativity and innovation** among participants by encouraging independent thinking, problem-solving, and idea generation. The program aims to nurture an **entrepreneurial culture** where individuals are empowered to challenge conventional approaches, explore new opportunities, and develop a proactive mindset required to create and lead ventures in a dynamic business environment.

2. Building Holistic Knowledge of Business & Technical Domains

To equip participants with comprehensive knowledge of both **technical and managerial aspects of startup development**, including product development, marketing strategies, human resource management, supply chain operations, production processes, financial planning, and investment mechanisms. This objective ensures that learners gain a **360-degree understanding of how a startup functions**, enabling them to make informed and strategic decisions while building and managing new ventures.

3. Understanding the Indian Entrepreneurial Ecosystem

To provide in-depth exposure to the **Indian entrepreneurial ecosystem**, including the role of startups, incubators, accelerators, investors, government initiatives, and industry networks. The program aims to familiarize participants with the **key success factors, challenges, and opportunities** within the ecosystem, enabling them to navigate it effectively and leverage available resources for business growth and sustainability.

4. Preparing Participants for Entrepreneurial Careers & Startup Success

To prepare participants to confidently pursue the **entrepreneurship career track** by equipping them with practical skills, strategic insights, and execution capabilities. The program focuses on guiding learners to conceptualize, develop, and position their ideas as **early-stage startups**, enabling them to transition from ideation to implementation and build sustainable, scalable ventures within the corporate and startup landscape.

3. Eligibility:

- Students, Scholars, Aspirant Entrepreneurs, Budding Entrepreneurs, Start-up Promoters and others active in the Indian Entrepreneurial & Start-up Ecosystem.

4. Fee:

- INR 2000/- (to be paid by online through Bank Transfer/ QR Code). Fee is non-refundable; however, it may be adjusted to another candidate as suggested by the original candidate.

5. Program Structure

In the complete course, total twenty-four hours online pragmatic sessions are to be conducted as mentioned below. Dates and timings are tentative. Information is to be shared through a WhatsApp group.

Session Number	Date	Time	Topic/ Contents
Session 1	01/06/26 (Monday)	06:15 PM 07:45 PM	Inauguration Role of Innovation, Entrepreneurial Mindset
Session 2	04/06/26 (Thursday)	06:15 PM 07:45 PM	Promoters, Startups & Entrepreneurial Ecosystem
Session 3	08/06/26 (Monday)	06:15 PM 07:45 PM	Product Development & Validation Prototype to MVP to PMF
Session 4	11/06/26 (Thursday)	06:15 PM 07:45 PM	IPR for Start-ups Company Incorporation and Start-up registration
Session 5	15/06/26 (Monday)	06:15 PM 07:45 PM	Pre-sales strategies for Start-ups Marketing Management for Start-ups
Session 6	18/06/26 (Thursday)	06:15 PM 07:45 PM	Project Reports Business Plan
Session 7	22/06/26 (Monday)	06:15 PM 07:45 PM	Pitch Deck Format and Pitching Role of Incubation Centers
Session 8	25/06/26 (Thursday)	06:15 PM 07:45 PM	Valuation of a Startups and Funding Options
Session 9	29/06/26 (Monday)	06:15 PM 07:45 PM	Industry Revolution vis-à-vis Sustainability

Session 10	02/07/26 (Thursday)	06:15 PM 07:45 PM	Term Sheet and Negotiations Legal Documents
Session 11	06/07/26 (Monday)	06:15 PM 07:45 PM	High-tech and Deep-tech Startups
Session 12	13/07/26 (Monday)	06:15 PM 07:45 PM	Internship Project Evaluation

6. Unique Value Proposition (USP) of MAPL Internship

- Industry-aligned curriculum focusing on real startup ecosystems
- Hands-on learning rather than purely theoretical teaching
- Mentorship by experts and entrepreneurs
- Flexible online delivery for wider accessibility
- Focus on innovation + sustainability + emerging sectors
- Outcome-based learning (portfolio + startup readiness)

7. Issuance of Certificates

Certificates will be issued to all the participants on 15th July 2026 (through online valediction event) after successful completion of the course.

8. Important Dates

Course Duration	:	June 01 – July 13, 2026
Registration (Last date)	:	May 25, 2026
Issuance of Certificates	:	July 15, 2026

9. Bank's details for fee payment/ Payment link

S.No.	Particulars	Details
1	Name of the beneficiary	Management Associates Pvt. Ltd.
2	Bank Name/Address	Indian Bank, Sector 51 Noida 201307
3	Account Number	50110521540
4	Account Type	Current
5	IFSC Code	IDIB000N614
6	Fee to be paid	Rs. 2,000/- per candidate



Scan to Pay

10. Registration for the participants/ Registration Link

Registration Link: bit.ly/internship_2026

For any queries: - Emailed at info.manasso@gmail.com



Registration Link